

PROJECT MANAGEMENT | COURSE BROCHURE

Project Feasibility and Business Case Development

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Good projects start with a strong business case that tests strategic fit, options, costs, benefits and risks before money is committed. This course teaches how to conduct feasibility studies and write business cases: problem definition, option appraisal, cost-benefit analysis, financial evaluation, risk assessment and presenting recommendations to decision makers.

Weak business cases lead to poor investments and later disappointment. You will learn to build cases that are honest, persuasive and decision-ready.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Business case templates, option appraisal exercises, financial evaluation practice and presentation of business cases.

Course objectives

By the end of this course, participants will be able to:
• Define the problem and strategic case
• Generate and appraise options
• Estimate costs, benefits and risks
• Evaluate financial viability using NPV and payback
• Assess technical, market and organisational feasibility
• Present a clear recommendation

Target audience

This course is suitable for:
• Project managers
• Business analysts
• Planning and strategy officers
• Finance professionals
• Project sponsors



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Target competencies

Participants will develop competencies in:

- Feasibility analysis
- Option appraisal
- Financial evaluation
- Risk assessment
- Persuasive writing

Course outline

Day 1: Purpose of Business Cases

09:00–10:08	Investment decisions
10:08–11:00	Business case structure
11:00–11:30	**Coffee break**
11:30–11:45	Business case structure (continued)
11:45–12:53	Common weaknesses
12:53–14:00	Exercise

Day 2: Strategic Case and Options

09:00–10:08	Problem definition
10:08–11:00	Options long list and short list
11:00–11:30	**Coffee break**
11:30–11:45	Options long list and short list (continued)
11:45–12:53	Appraisal criteria
12:53–14:00	Workshop

Day 3: Costs and Benefits

09:00–10:08	Cost estimating
10:08–11:00	Quantifying benefits
11:00–11:30	**Coffee break**



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11:30–11:45	Quantifying benefits (continued)
11:45–12:53	Non-financial benefits
12:53–14:00	Exercise

Day 4: Financial and Risk Evaluation

09:00–10:08	NPV, IRR and payback
10:08–11:00	Sensitivity
11:00–11:30	**Coffee break**
11:30–11:45	Sensitivity (continued)
11:45–12:53	Risk assessment
12:53–14:00	Case study

Day 5: Making the Case

09:00–10:08	Writing the recommendation
10:08–11:00	Presenting to decision makers
11:00–11:30	**Coffee break**
11:30–11:45	Presenting to decision makers (continued)
11:45–12:53	Approval processes
12:53–14:00	Final presentations

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Rome Confirmed dates	23 Nov 2026	27 Nov 2026	**£2,450.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.–**
Frankfurt Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,650.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.–**
Dubai Confirmed dates	18 Jan 2027	22 Jan 2027	**£3,150.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,250.–**
London Confirmed dates	1 Feb 2027	5 Feb 2027	**£2,450.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**£1,250.–**
Cape Town Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,890.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,250.–**
Amsterdam Confirmed dates	15 Mar 2027	19 Mar 2027	**£2,540.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,250.–**
Istanbul Confirmed dates	5 Apr 2027	9 Apr 2027	**£2,650.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.–**
Rome Confirmed dates	26 Apr 2027	30 Apr 2027	**£2,450.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.–**
Barcelona Confirmed dates	10 May 2027	14 May 2027	**£2,840.–**
Online Confirmed dates	10 May 2027	14 May 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Vienna Confirmed dates	31 May 2027	4 Jun 2027	**£2,940.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**£1,250.–**
Dubai Confirmed dates	21 Jun 2027	25 Jun 2027	**£3,150.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.–**
Cape Town Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,890.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.–**
Dubai Confirmed dates	2 Aug 2027	6 Aug 2027	**£3,150.–**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.–**
Cape Town Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,890.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	6 Sept 2027	10 Sept 2027	**£1,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**£1,250.-**
Paris Confirmed dates	27 Sept 2027	1 Oct 2027	**£2,860.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**£1,250.-**
Barcelona Confirmed dates	18 Oct 2027	22 Oct 2027	**£2,840.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.-**
Rome Confirmed dates	8 Nov 2027	12 Nov 2027	**£2,450.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Vienna Confirmed dates	22 Nov 2027	26 Nov 2027	**£2,940.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**£1,250.-**
London Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online